What is claimed is:

1. A flat display device generating a discharge luminance and having a luminous spectrum comprising near infrared rays, the device comprising:

a material absorbing or reflecting near infrared rays emitted from the generated discharge luminance.

2. A flat display device, comprising:

a pair of substrates defining a gas discharge space in which a discharge gas mixture is sealed, the discharge gas mixture having a luminous spectrum comprising near infrared rays; and

a material absorbing or reflecting said near infrared rays emitted from said gas mixture.

3. The flat display device recited in claim 2, further comprising:

a protection plate provided in front of one of the substrates through which a display, produced by the flat display device, is to be viewed; and

the absorbing or reflecting material is disposed on a front surface or a back surface of said protection plate.

4. The flat display device recited in claim 3, wherein the absorbing or reflecting material comprises:

a lamination formed of at least one film or layer of the near infrared absorbing or reflecting material.

5. A method of protecting against near infrared rays produced by a gaseous discharge display, comprising:

providing a material absorbing or reflecting the near infrared rays, between the display and a viewing position of the display.